

Council Priorities as Updated Oct 2015

Council Priorities	Projects
In Process Items	<ul style="list-style-type: none"> • Take the lead on implementation of the USFS Oak Creek Canyon Transportation Study & completion of citywide multimodal transportation/traffic study. • Review and Update of Land Development Code – (Sign Code as first priority) • Develop a street performers' ordinance/program • Economic development program. • Central Meeting Place/Brewer Road Master Planning • Western Gateway CFA • Soldiers Pass CFA • Schnebly Hill Road CFA • Monitoring of tourism promotion funding and efforts. • Future funding for capital projects. • Analyze alternative expenditure limitation options (Home Rule, Permanent Base Adjustment) for next AEL cycle (2018). • Scenic Area Protection. • Website enhancement. • Uptown crosswalk and safety improvements • Update Accessory Dwelling Unit (ADU) ordinance. • Update Housing In-Lieu Fee Policy • Broadband • Develop a Human Rights Ordinance • Citywide Cultural and Arts Plan • Support creation of a Sedona Art Museum and artist working studios • Mitigate traffic and parking issues in Uptown • Illegal conversion of single family homes to multi-family units • Code enforcement for short term vacation rentals • Development of a wireless master plan • Develop a plan to franchise garbage and recycling service • Beautification of 89A • Develop the ability for Community Development to accept electronic applications and plans submittals (budget item FY17) • Storm water management (CIP) • Hazardous materials disposal IGA • Improve aesthetics of City street signs

Council Priority	Status	Project	Staff Team
1.	New	<p>Take the lead on implementation of the USFS Oak Creek Canyon Transportation Study & Complete a Citywide Multi-Modal Traffic/Transportation Study</p> <p>ONGOING In 2013 the USFS and NAIPTA secured federal funds to complete a USFS/Oak Creek Canyon Transportation Study. By the end of 2013 consultant Nelson Nygaard completed that study which included various findings and recommendations for how to mitigate traffic congestion in Oak Creek Canyon and parking issues elsewhere on the forest service/trailheads throughout the greater Sedona area. The primary solution/recommendation including creating shuttling/transit options to reduce individual vehicle use. Due to the large number of stakeholders that must be involved to implement these recommendations and the lack of coordinated effort and funding to move forward with the implementation, nothing has been done with this study. In the absence of another champion for this effort, the City Council has directed City staff to attempt to bring the various stakeholders together (USFS, ADOT, Coconino and Yavapai Counties, the Sedona Chamber of Commerce and Tourism Bureau, etc) to gauge interest in pursuing and funding these recommendations. The City brought in Paul Supawanich, a representative of Nelson Nygaard, consulting who completed this study, to revisit and present the findings and recommendations (from the 2013 study) to all potential stakeholders. A meeting was held on May 27 which included ADOT, Yavapai and Coconino Counties, the Forest Service Red Rock Ranger District, NACOG, the Chamber of Commerce, City of Cottonwood (current Lynx transit provider) and City staff. It was determined that this study and the refinement and further explanation of transit options should be an integral part of the upcoming traffic/transportation/circulation study. To try to further solidify the regional approach and need for a coordinated effort around any transit solution, staff has also solicited financial contributions from Coconino County, Chamber of Commerce, and the Lodging Council, towards the larger 2016 traffic/circulation study.</p> <p>□ ONGOING Last fall Council directed staff to prepare a decision-package budget request to fund a Citywide Multi-Modal Comprehensive Transportation/Traffic Study in FY2016. The last comprehensive study was completed over 20 years ago. Staff also applied for a \$250,000 Arizona Department of Transportation Planning Assistance for Rural Areas (PARA) Federal Grant to fund this study, in March of 2015. The City application for this grant was not awarded. However, general funds were budgeted in FY16 to complete the study. Staff met in September 2015 to discuss the next steps in proceeding with this project, which will include a follow-up work session with City Council to obtain further direction and the scope of the study now that the PARA study will not be completed by ADOT. Staff has also solicited, and received commitments for financial contributions from Coconino County, Yavapai County, Chamber of Commerce, and Lodging Council, towards the larger 2016 study. Staff is also seeking a funding commitment and ADOT's commitment from to allocate staff resources towards their participation in the study process.</p>	Clifton Daines Juhlin Dickey Cota

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	In Process	<p>Develop a Street Performers Ordinance (Program)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> COMPLETED At the July 18, 2013 Council Listening for the Art Community, it was suggested that the City needed a mechanism that allowed for outdoor entertainment opportunities in the Uptown. Community Development staff have developed a five step program to achieve a new ordinance for street performers as follows: <ol style="list-style-type: none"> 1) Meet with various stakeholders such as Main Street Program, Chamber of Commerce, Events Alliance, and various artists, business/property owners and others to understand the level of interest, identify concerns and generate ideas and the “who, what, where, when” for this concept. 2) Staff would evaluate the input received and if idea is widely supported, begin researching for other communities with similar ordinances. 3) Staff creates a draft ordinance, with criteria and procedures. 4) Staff would seek public review and input of the draft ordinance. 5) Staff would revise the ordinance based on public input and then take it through public hearing and approval process. <input checked="" type="checkbox"/> COMPLETED In May and June 2014, staff held two listening sessions with local artists and potential performers to get specific feedback on their needs. Staff discussed public versus private space, explained the temporary use permit process and gave visual examples of other cities comparable to Sedona having an ordinance for street artists. Also discussed was possible ways of setting guidelines and scheduling that will coordinate with our community. <input checked="" type="checkbox"/> COMPLETED Staff met with Uptown Business Owners on August 20, 2014 for a Listening Session to seek their opinions of street artists performing on or near their properties. Staff received valuable input during this meeting. Based on the completed listening sessions so far, there appears to be a desire to create an ordinance for street artists in Sedona. <input checked="" type="checkbox"/> COMPLETED Community Development staff, with support from the Arts and Culture Coordinator, evaluated other cities’ ordinances and best practices and using that input as well as the feedback from the public input process created draft a street performers’ program. <input type="checkbox"/> ONGOING The draft program will be presented for public comment in the fall of 2015. Staff used a citizen/staff work group to evaluate and further refine the draft program which will be proposed to the City Council in October 2015. Any pertinent information will also be placed on the City's website. 	Juhlin Lovely Lattanzi

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	In Process	Economic Development Program <ul style="list-style-type: none"> ❑ COMPLETED A work session was held with City Council on October 22, 2013 to discuss issues, ideas and opportunities for the City's current and future economic development efforts. Due to the efforts to recruit a new Director of Community Development and the reorganization of the Comm Devt Department and the Public Works Department, this program had been on hold. With the reorganization, a new position, Economic Development and Business Relations Manager, has been created. After two rounds of recruitment a qualified candidate has not yet been found. It is hoped that this new position will be filled in 2016 in order to fully implement the new Economic Development Program. However, in the absence of a qualified candidate for our full-time position, we retained a retired economic development professional to work with staff on a consulting basis to complete several economic development related tasks. ❑ COMPLETED Larry Harmer, Economic Development consultant facilitated a work session with Council on January 28, 2015 to provide context for possible economic development efforts in Sedona and solicit input from councilors. He also held meetings with stakeholder groups in the community over the course of spring 2015. This input was used to develop the Economic Development Strategic Plan/Work Plan. ❑ ONGOING A first draft Economic Development Strategic Plan has been submitted for staff review and comment. Staff will further refine the proposal and schedule a work session with City Council to obtain input on the key objectives of the draft Plan. 	Clifton
	In Process	Central Meeting Place/Brewer Road Master Planning <ul style="list-style-type: none"> ❑ ONGOING A CFA work group commenced its work and is developing a draft Master Plan for the use of the city-owned historic USFS Ranger Station buildings. The group and staff have been working with interested parties, stakeholders and property owners to discuss possible uses. Once a draft plan is developed it will be presented to P&Z for review and consideration and ultimately City Council. 	Juhlin Campbell Lovely
	In Process	CFA Master Planning – Western Gateway <ul style="list-style-type: none"> ❑ ONGOING. The CFA work group commenced its work and has begun to develop a draft Plan and recommendations based on extensive community, property owners, and stakeholders input. This Plan was initially presented to the Planning and Zoning Commission in early summer of 2014 with subsequent meetings to be held in the fall and winter of 2015. Once P&Z recommends approval, tentatively Oct 2015, the draft Plan will be presented to City Council for review and approval. Anticipate Council decision by early 2016. 	Juhlin Campbell Raber
	In Process	CFA Master Planning – Soldier Pass Road <ul style="list-style-type: none"> ❑ ONGOING. The CFA work group commenced its work and has developed a draft Plan and recommendations. That Plan was presented to the Planning and Zoning Commission in late 2014 and early 2015. The draft as recommended by P&Z is currently going through City Council review for further refinement. Anticipated Council decision by early 2016. 	Juhlin Campbell Lovely
	In Process	CFA Master Planning – Schnebly Hill Road <ul style="list-style-type: none"> ❑ ONGOING The work on this CFA is being accelerated due to the neighbors pre-work and the Council's desire to pursue a creek walk in this area. Staff began working with property owners in this area in early 2015. A draft Plan is being prepared and will be distributed for comment and review in the fall of 2015 with Council review in early 2016. 	Juhlin Campbell Lovely

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	In Process	<p>Monitoring of Tourism Promotion Funding and Efforts</p> <ul style="list-style-type: none"> ☑ COMPLETED On October 8, 2013, City Council approved an increase in the city bed tax from 3% to 3.5%, effective January 1, 2014. Council dedicated a minimum of 55% of the bed tax collected be given to the Chamber of Commerce for destination marketing. The first distribution of the increased tax is scheduled for July 1, 2014. ☑ COMPLETED The Chamber of Commerce presented timeframes and next steps to address the various contractual issues and obligations on February 11, 2014, and presented a draft marketing plan, budget, performance measures and contract on May 13, 2014. Final versions of those documents were brought back for final approval on June 10, 2014 for the FY15 year beginning July 1, 2014. ☑ COMPLETED The product development component of the contract and Chamber membership structure and Tourism Bureau fees remained outstanding issues when the other contract details were approved in June. The Chamber and City agreed to bring these back for discussed with City Council and final resolution by November 15, 2014. This took place at the regular City Council meeting on October 29 2014. ☑ COMPLETED The SCoC&TB issued its first quarter report in November 2014 in accordance with the new contract. The SCoC&TB presented that report at a Council meeting on Feb 24 2015. A bi-annual internal review between the City's contract administrator (Assistant City Manager) and Finance Director, and the President and CEO of the SCoC&TB took place on Feb 12 2015. The new contract documents (marketing and product development plan, performance measures document, and annual budget) for FY16 were approved by Council on June 9. 2015. ☑ ONGOING The CEO/President of the SCoC&TB, SCoC&TB Marketing Director, and City Contract Administrator/Assistant City Manager and the City Manager met on September 17, 2015 to review the first year performance and reporting requirements. Staff will continue to work with the Chamber on further refining the performance measures and key indicators in an effort to make tracking and future reporting as relevant and meaningful as possible. Four quarterly written reports will be prepared for Council and two annual presentations will also be made each contract year. A fiscal year-end /contract year-end report and financial audit will be provided to the City Council by December 2015/January 2016. 	Daines
	In Process	<p>Funding Capital Projects</p> <ul style="list-style-type: none"> ☑ COMPLETED Public outreach to educate the public and initiate a public dialog on future funding mechanisms for capital projects. A public outreach session with City Council and the City's financial advisor was held on July 30, 2013 to explore potential CIP funding options including general obligation bonds and improvement districts. ☑ COMPLETED Another work session with the City Council was held on March 26, 2014 in order to discuss possible future financing options to pay for future capital infrastructure needs. This session explored potential scenarios for restructuring existing debt in order to acquire new debt to finance additional projects, using forecasts of existing sources of revenues, as to not increase or impose new taxes or fees for debt service payments. ☐ ONGOING As the City continues to spend down its reserves to fund capital infrastructure projects the City Council will need to make decisions regarding the above referenced financing and/or other options. The CIP is currently funded through FY16-17. The Assistant City Manager and Finance Director will facilitate a Citizen Work Group to forecast future revenue and expenditures, both operating and capital, in all funds, to determine the true funding shortfalls given various scenarios. This group will identify options and provide recommendations for future funding to meet operational and/or capital infrastructure needs. This work was slated to begin in fall 2015 but with the resignation of the Finance Director and upcoming recruitment, this work will be delayed until the new Finance Director is hired and has had a chance to get acclimated to their new role. 	Daines

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	In Process	Alternative Expenditure Limitation – Explore Feasibility of a Permanent Base Adjustment <ul style="list-style-type: none"> <input type="checkbox"/> ONGOING Approval of Home Rule or an Alternative Expenditure Limitation (AEL) allows the City to continue to set its budget locally. Home Rule gives the City local control for use of the funds it receives through the taxes and fees; instead of limiting expenditures to the state-imposed expenditure limitation based on population and expenditures during the 1979/1980 fiscal year, adjusted for growth and inflation. The City has operated under the Home Rule Option (alternative expenditure limitation) for 18 years. Home Rule for FY2016-2020 was passed by the voters on August 26, 2014 and is good for the next four years. This item directs staff to explore the feasibility and prudence of seeking a permanent base adjustment (another AEL option) when the next AEL must be approved by Sedona voters in 2018. This analysis will most likely be completed in 2017 in order to base it on the most current financial information. 	Daines
	In Process	Scenic Area Protection <p>Keep Sedona Beautiful (KSB) is pursuing various options for national scenic area protection for the City of Sedona. As KSB moves forward with its plans, staff will stay in contact with them and periodically report back to the City Council.</p> <ul style="list-style-type: none"> <input type="checkbox"/> ONGOING Keep Sedona Beautiful (KSB) is pursuing a presidential action to designate Sedona and vicinity as a National Monument through for the purpose of permanent protection for 160,000 acres in and around Sedona and the Verde Valley. KSB also seeks a Sedona City Council resolution of support for this effort. The Council has heard presentations from KSB on June 10, 2015 and July 15, 2015 and KSB is tentatively scheduled to provide another update and a potential request for approval of a resolution of support on Sept 22, 2015. Groups opposing the National Monument designation also made a presentation to Council on Sept 22, 2015. KSB has provided a draft management plan for the City's review. <input type="checkbox"/> ONGOING This item is agendaized for Council action on October 13, 2015. 	Clifton
	In Process	Website Enhancement <ul style="list-style-type: none"> <input type="checkbox"/> ONGOING A website upgrade, including a redesign of the City's homepage, has been budgeted for the current fiscal year. A contract with Vision Internet (our current provider) has been executed by the City Manager. The approximate cost is \$26,000. IT Department staff arranged a demonstration/presentation with two Council members and the internal website management staff team on Jan 21 2015, to evaluate the potential additional features and functionality available to us with the Internet site's upgrade. This included the review and evaluation of various other Website examples. This will kick off the project and the project is expected to be completed by June 2015. Due to vendor resource constraints, this project was carried forward to fiscal year 2016. The staff team worked with the vendor on the development of the site for several months and John Smith and Chuck Hardy provided an overview of the new site to Council on September 23. The new site should be live by end October. 	Smith

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	In Process	<p>Uptown Crosswalk and Safety Improvements</p> <ul style="list-style-type: none"> ☑ COMPLETED An outside consultant conducted an evaluation of the four pedestrian crossings along SR 89A in Uptown. The analysis included a review of existing data such as traffic volume, pedestrian counts, signal timing, as-built pedestrian crossing plan, as-built lighting plans, as-built pavement marking and signing plans, and three years of crash data. The consultant evaluated existing data and each crossing location to define potential areas of concern and make recommendations that include safety treatment/device options with the intent of balancing pedestrian crossing safety, minimizing vehicular queuing and maximizing traffic flow. The consultant submitted the final report to the City's Engineering Division on August 13, 2014. ☐ ONGOING The recommendations of the report are: <ul style="list-style-type: none"> SB SR 89A at Forest Road, "Two SB Through-Lanes," Recommendation: (1) Consider relocating the curbside sign further south to a location in the curb bulb out north of Forest Road. An additional sign was installed in October 2014. The sign relocation has been completed along with the installation of one additional "3-Lane" sign in the curb bulb adjacent to 209 SR 89A on 10/2014. (2) Consider installing a longer mast arm to move the overhead "two southbound lanes" sign closer to the roadway centerline. Staff has determined the mast arm extension is possible. Staff is requesting a proposal for the upgrade. Staff also added skip lines in the SR 89A / Forest Road intersection to assist vehicular movement with maintaining their lanes. Uptown Mid-Block Crosswalk at SR 89A, Recommendation: (3) Consider installing pedestrian call buttons with an LED display acknowledging that the pedestrian call has been made. A new audio pedestrian crossing system was installed in May 2015. The new system includes new LED indicated push buttons, full audio walk/don't walk indication and cross clearance count-down. Staff has received positive feedback regarding the effectiveness of this system. In addition, a new video camera has been installed for traffic monitoring. This camera gives staff a remote view of traffic conditions allowing Police Department staff to implement traffic control changes as needed. Forest Road at SR 89A, Recommendation: (4) Maintain existing traffic signal operation with revised time-of-day signal timing plans. Staff is working with a consultant to replace the signal cabinet and software for both Forest Rd and Mid-block Crossing. This effort will include analyzing the signal timing and making a recommendation for revision if applicable. We are currently waiting for a proposal from Econolite, which is the manufacturer of the controllers that are currently in place. We also have plans to upgrade the ped buttons at Forest Rd/SR 89A to the same system now in place at Mid-block. 	Dickey

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	In Process	<p>Uptown Crosswalk and Safety Improvements</p> <p>Jordan Road at SR 89A, Recommendation: (5) Consider the installation of a Rectangular Rapid Flashing Beacon (RRFB) at this intersection. As part of the Uptown SR 89A Improvement Project, upon the recommendation by the project consultant, City staff included an effort to have the pedestrian crosswalks replaced with stamped asphalt and included repainting the crosswalk lines with hi-visibility traffic paint to assist with pedestrian movement at each location of concern, making each crosswalk more visible to vehicular traffic.</p> <p>Uptown Mid-Block Crosswalk at SR 89A, Recommendation: (6) Consider removal of the existing traffic signal and replacing with a Pedestrian Hybrid Beacon (PHB). An RRFB could be used at this intersection if there is a strong desire to use a similar technology at Jordan Rd, Mid-Block Crossing, and at Arroyo Roble Rd. Incremental improvements, including the call button item listed above, etc., should be implemented as a first step. The call button has been installed and other incremental improvements are being considered. An RRFB would only replace the Mid-Block Crosswalk if other RRFB's were installed at other crosswalks in Uptown. This is not recommended at this time.</p> <p>Arroyo Roble Road at SR 89A, Recommendation: (7) Consider the installation of a RRFB at this intersection. The Uptown Paving Project included installation of a new crosswalk located near the Wayside Chapel, just east of Arroyo Roble Rd, in preparation for the upcoming Pedestrian Access Improvements Project. In discussion with the Uptown Paving Project consultant it was determined installing a new RRFB was not necessary at this time. Installation of the incremental improvements was advised along with continuing to monitor the location.</p> <ul style="list-style-type: none"> <input type="checkbox"/> ONGOING In October 2014 to address excessive traffic congestion issues during busy weekends, the Police Department and Engineering Division developed a new traffic management plan to 1) provide for the safe and efficient flow of pedestrian and vehicle traffic and 2) minimize traffic congestion. The Plan addressed traffic control through active management of vehicular movement on SR 89A between Forest Road and Apple Avenue, and pedestrian movement at the mid-block and other crosswalks. The Plan included such things as extending a through lane, restricting certain turn movements, and assigning additional Police Department staff at control points during peak periods. This attempt proved more successful in managing the traffic issues than previous efforts and will continue to be further refined and employed during future busy periods. Software and hardware for additional automation on the programming of the crosswalk. In an effort to make this traffic control setup and removal more efficient, City staff included in the Uptown Paving Project, an effort to install in-ground mounting devices. These devices allow easily deploying and removing delineation posts at the discretion of the Police Department. <input type="checkbox"/> ONGOING As part of the 2015 Uptown Paving Project Engineering staff will evaluate the opportunity to integrate any permanent improvements as part of that project, from things learned through the trial operations. 	Dickey

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	In Process	<p>Update Accessory Dwelling Unit ordinance</p> <p>Council adopted the ADU Ordinance in January, 2010 with a sunset clause that states no later than 5 years after the effective date of the ordinance or when 88 newly constructed ADU permits are issued by the City, whichever occurs first, the Council shall review the ordinance and determine whether or not to continue the ordinance to allow for additional permits for accessory dwelling units. February 2015 marks the 5 year mark. As of April 11, 2014, 19 ADU permits have been issued. However, staff has met with almost 40 interested property owners with existing situations that precluded them from participating in the program. Staff recommends evaluating the ordinance to see where it may be modified to provide greater flexibility to accommodate existing structures where appropriate.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> COMPLETED At a February 2015 public hearing, City Council approved keeping the ADU ordinance in effect and recommended staff evaluate the ordinance to make recommendations for changes to accommodate various circumstances not addressed in the existing ordinance. <input type="checkbox"/> ONGOING A CFA work group was established and met several times to discuss various amendments to the Ordinance to address issues identified by staff, P&Z and the community. A draft of the proposed amendments will be presented to P&Z in the fall of 2015 with Council consideration anticipated by late 2015. This update is expedited as a stand-alone item instead of done as part of the comprehensive Review of Land Development Code. 	Juhlin
	In Process	<p>Update Housing In-Lieu Fee Policy</p> <ul style="list-style-type: none"> <input type="checkbox"/> Appendix A of the City of Sedona's "Development Incentives and Guidelines for Affordable Housing" (December 11, 2007, Revised March 10, 2009) specifies that the City will consider an in-lieu fee as an alternative to constructing affordable housing units. The parameters and guidelines are antiquated and need to be updated to meet current needs. <input type="checkbox"/> Council has directed staff to prioritize the ADU Ordinance and Sign Code over this item. 	Juhlin
	In Process	<p>Broadband</p> <ul style="list-style-type: none"> <input type="checkbox"/> The City will assign a staff liaison to work with the other Verde Valley cities on the ongoing efforts to position the region in a way that encourages the private sector to bring broadband to this area. On March 24, 2015, Jodie Filardo, representing the Verde Valley Regional Economic Organization and the Verde Valley Broadband Coalition, made a presentation to City Council including a report from GSW Telecom & Consulting outlining their proposed action plan for implementing a "fiber ring" in the Verde Valley. There was also a presentation to Council on June 23, 2015 by Suddenlink regarding the company's local economic impact, future plans for fiber in Sedona, regional and national networks, and vision for growth within the area. The SpeedConnect representative for Arizona is in the process of obtaining permits for the installation of fiber and wireless hardware in Sedona to provide high bandwidth Internet service. 	Smith

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	Completed	<p>Develop a Human Rights Ordinance</p> <p>A Human Rights Ordinance (HRO) is a practical and balanced strategy employed at the city or county level to promote diversity and economic growth and to prohibit discrimination based on certain characteristics. These policies most often ban discrimination in housing, public accommodations, and employment based on race, age, religion, sex, disability, ethnicity, national origin and marital/family status. Staff will research the benefits of having such an ordinance, research which other AZ cities have adopted such ordinances and how far-reaching they are, research what types of mechanisms the other jurisdictions are using to allow community members to register complaints of violations and how those complaints are responded to, and in the case of substantiated violations what are the penalties and how is enforcement handled, etc.</p> <ul style="list-style-type: none"> <input type="checkbox"/> COMPLETED An ordinance was drafted with input from a local resident/civil rights activist, outreach to the public was completed, and a work session was held on August 12, 2015 to present the draft ordinance to Council. Several modifications were discussed and direction was given to staff to bring back a final ordinance for adoption. <input type="checkbox"/> COMPLETED A final draft ordinance was presented to City Council for possible action and approved on September 8, 2015. 	Pickels Daines
	In Process	<p>Citywide Cultural and Arts Plan</p> <ul style="list-style-type: none"> <input type="checkbox"/> ONGOING The development of a citywide cultural and arts plan was prioritized as a recommendation by the Community Plan Advisory Group (CPAG) for pursuit in 2015. During the Dec 5 priority setting session it was explained that the development of this plan would consist of aggregating into one document/location the various culture and arts related action items that are included throughout the Sedona Community Plan. The City's Arts and Culture Coordinator is expected to initiate this effort in spring 2015. A draft Plan has been completed by the City's Arts & Culture Coordinator and is ready for initial review by the City Manager's office. 	Graham Lattanzi
	New	<p>Support creation of a Sedona Art Museum and Artist Working Studios</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue to work with the Arts community to support the creation of space where artists can display their work and actively engage the public (museum/working artist studios). 	Daines

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	In Process	<p>Review and Update of Land Development Code (LDC) The LDC is over 20 years old and in many areas it is outdated and requires revisions to be current with new technology and best practices. Ideally, the LDC should be completely updated. This process with a dedicated staff member could take 2 – 3 years to complete. This is unrealistic due to limited staff resources and an already full work program for Community Development staff. Staff recommends prioritizing the following sections that need to be addressed:</p> <ul style="list-style-type: none"> • Sign code (high priority) • Public Art • Lighting code • Parking code • Historic Preservation code • Temporary Use Permits code and process • Lodging code • Main Street District boundaries • Addition of a Firewise code • Accessory Dwelling Unit (in order to expedite this will be addressed separately as a stand-alone update) • Amateur Radio Towers • Green Building Codes and associated incentives <p>Staff could realistically complete updates on one, possibly two, of these sections annually.</p> <p><input type="checkbox"/> COMPLETED Council has given direction to develop a FY16 decision package budget request hire an outside consulting firm to facilitate the updates including coordinating the public input process, evaluating the current Code, making recommendations for comprehensive updates, and providing that work product to staff to take those updates through the final approval process. This is estimated to cost \$250,000.</p> <p><input checked="" type="checkbox"/> COMPLETED The budget was approved to hire an outside consultant to work with staff to facilitate the update of the LDC. The City hired a consultant to begin this process in July 2015.</p> <p><input type="checkbox"/> ONGOING Staff is working with the consultant to evaluate and amend the Sign Regulations of the LDC. With the recent Town of Gilbert Supreme Court decision there are significant and immediate impacts that need to be addressed with the update of the sign regulations in response to the ruling.</p>	Juhlin

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	In Process	<p>Mitigate Traffic and Parking Issues Study</p> <ul style="list-style-type: none"> ☑ COMPLETED Parking management consultant Nelson/Nygaard has been hired to evaluate parking demand and behavior in the Uptown area of Sedona and to update recommendations they made in the 2005 parking study. ☑ COMPLETED The initial round of stakeholder interviews was conducted in late August 2012. The parking consultant feels the installation of kiosk style paid parking meters (pay stations) for on-street premium parking spaces along SR 89A is essential to an overall parking management plan. However, a number of stakeholders in Uptown have expressed opposition/concern to implementing paid parking. Funding for paid parking was approved by Council through the FY13 budget process. Due to the stakeholder concerns, staff will work with a small committee of 5 to 6 stakeholders and the consultants, to explore other possible parking strategies with the potential for paid parking being integrated at a later phase. ☑ COMPLETED As the parking study and small committee moves forward, any parking recommendations made to Council will also assess any potential impact on traffic congestion in Uptown. ☑ COMPLETED A draft report has been submitted to staff and is currently under review. A full report with findings will be presented to Council in February 2013. ☑ COMPLETED In an effort to improve traffic flow, the City has implemented new lane striping on SR 89A in Uptown which involves creation of an additional southbound through lane just south of Jordan Road; creation of a right turn only lane on southbound SR 89A to Forest Road; and creation of a left turn pocket on northbound SR 89A to Apple Avenue. Left turns from northbound SR 89A on to Forest Road have been restricted to "Left on Green Arrow Only" and new signage has been placed near the signal head. Additionally, the mid-block traffic signal on SR 89A at Canyon Breeze has been fully activated. These changes have been implemented to assist in the safe flow of traffic and pedestrian travel. Traffic patterns as a result of the changes will be monitored and adjustments will be made if necessary. ☑ COMPLETED As a result of a FY13 operating budget supplemental request, the Police Department has hired several part time personnel to do parking enforcement and peak period traffic management, including holiday weekends and special events. While initial funding provides for coverage primarily during peak periods, if the presence of the additional personnel results in measurable improvements to traffic flow and parking congestion, staff may recommend further expansion of their hours and/or additional personnel. ☑ COMPLETED Way-finding signage plan and standardized parking sign design completed in June 2013. ☑ COMPLETED Installation of way-finding signs throughout Uptown completed in August 2013. ☑ COMPLETED Staff has negotiated with seven property owners to secure additional public/private parking agreements in Uptown. Two agreements were approved in March 2013 and five more in November 2013. The First phase of "Sense of Place" parking signage program was implemented in August 2013. ☐ ONGOING The Uptown Parking Advisory Committee made recommendations regarding improving pedestrian access from off-street parking facilities. The design of a major pedestrian access project, to connect the municipal parking lot with Main Street including ADA access, pedestrian lighting, and sidewalks, was approved in the FY15 capital improvement budget. The design contract for that project was approved by Council on October 14, 2014. Meetings with the Wayside Chapel Board, who will provide easement access through their property to accommodate this project have been ongoing. A public meeting with Uptown stakeholders was held in March 2015. The design is 90% complete. A JOC contractor (Kinney Construction) has been selected and construction is anticipated to take place in October/November FY16. Several other smaller sidewalk connections are also budgeted as part of the current year CIP budget including those on Jordan Road, Arroyo Roble Road, and from on-street parking to the mid-block crosswalk. 	Daines Cota Dickey

Council Priority	Status	Project	Staff Team
	In Process	<ul style="list-style-type: none"> <input type="checkbox"/> ONGOING Public Works staff met with ADOT representatives and discussed the possibility of placing signs in strategic locations along SR-89A as directional signs for the alternative bike route. ADOT has concerns with eastbound cyclists turning left against traffic to access the alternative route and wants to further look into the concept. Staff obtained an ADOT permit and placed “wrong way” and “ride with traffic” signs. From discussions with ADOT, staff understands the off SR 89A bike routes needed to be signed before ADOT would allow bike route signing on SR 89A. Staff has installed additional ‘Bike Route’ signs on Dry Creek Road, Rodeo Rd, Shelby Drive, Sunset Drive, Mountain Shadows Drive, Soldiers Pass Road. In addition bike lanes were added to Chapel Road in June 2014 and will be included as part of the ADOT permit request for “Bike Route” signing on SR 89A and SR 179/Chapel Road. An ADOT permit request was sent to ADOT on Monday August 24, 2015. <input type="checkbox"/> ONGOING The installation of parking meters (parking pay stations) on 89A in Uptown is an important part of the overall parking management strategy, and has been recommended in the 2005 and 2012 parking management studies. A kickoff meeting with the Uptown Parking Advisory Committee will be held on September 21, 2015 and a parking pay station vendor will also attend to discuss the range of technological options for parking pay stations. At this time the smaller group will discuss options and develop a plan to outreach to the rest of the Main Street merchants to involve them in the procurement and project design process. It is anticipated that the procurement/installation will begin in late FY16 and be completed in early FY17. This mirrors how the budget is appropriated (\$100,000 in FY16 and \$150,000 to finish the project in FY17). 	
	In Process	<p>Illegal Conversion of Single Family Homes to Multi-Family Units This is a Code Enforcement and Building Safety issue and an issue of health and safety for tenants living in substandard housing including illegally converted sheds and garages. This priority includes the possible creation of safe and affordable housing options to help address this issue, and the possible need for additional staff resources.</p> <ul style="list-style-type: none"> <input type="checkbox"/> ONGOING Staff is working with property owners of known locations to address unsafe and illegal housing conditions. Proactive code enforcement has resulted in 10 cases, 2 homes have converted back to single family use, 6 homes are currently in the process of converting back to single family use (each home had 4 separate units) and 2 cases pending investigation. 	Juhlin
	In Process	<p>Code Enforcement of Short Term Vacation Rentals City code prohibits residential properties from being rented for less than 30 days, yet properties within the City are routinely being used as short term vacation rentals. Enforcement can be difficult and in order to make this a priority and pursue pro-active enforcement, additional staff and other resources will be required to locate, investigate, and prosecute these violations.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> COMPLETED City Council approved an amendment to the Short-Term Vacation Rental ordinance establishing a minimum \$1000 fine for violations. As part of the FY2015/16 budget Council increased Code Enforcement dollars to allow for more aggressive and proactive enforcement. <input type="checkbox"/> ONGOING Staff has begun more aggressive and proactive enforcement activities working. Proactive code enforcement has resulted in 3 new cases in August, 2 active cases currently in court, 6 criminal convictions thus far and 57 new cases generated in 2015. 	Juhlin

Council Priority	Status	Project	Staff Team
	In Process	Development of a Wireless Master Plan <ul style="list-style-type: none"> □ The anticipated arrival of broadband service through fiber optic cable to Sedona will require the placement of numerous wireless facilities (antenna and support structure) throughout the city. Regulation of these facilities is needed to protect the quality of life for the citizens of Sedona by regulating the type of support structures, the geographic placement of such facilities and to limit the total number of new structures by requiring colocation of several antennas on each structure. By regulating wireless facilities through a Wireless Master Plan, staff will have the ability to minimize the impacts of wireless communications facilities on surrounding areas by establishing standards for location, structural integrity and compatibility. Staff will also be able to minimize the visual impacts of wireless facilities through careful and innovative siting, design, landscape and camouflage techniques. Should opportunities exist to locate this infrastructure on City property, this could become a revenue generating opportunity for the City as well. A design package will be prepared for the FY16 budget to retain consulting services to create a compilation database and assess all existing wireless facilities within the City, assess availability of public-owned land, develop RMS propagation maps, conduct at least two public workshops, develop an inventory catalogue, draft a master plan and recommendations for ordinance revisions, and prepare a final plan. Total cost is estimated at \$60,000. □ ONGOING Staff will contract for professional services to develop a wireless master plan and update the Wireless Communication Facilities ordinance of the Land Development Code to comply with recent changes in federal law. Staff is presently reviewing a draft contract with CityScape Consultants to facilitate this work. The Land Development Code work should commence by end of calendar year 2015 with the siting and public outreach on the preferred wireless locations taking place in the first quarter of 2016. 	Daines Juhlin
	In Process	Develop a plan to Franchise Garbage and Recycling Services <ul style="list-style-type: none"> □ Exploration of options for reducing the number of residential trash haulers within the City. This may include consolidating geographic area(s) and franchising to only a single hauler and will explore options for both trash collection and recycling. Consulting services will be required to assist in this study. A consultant has been identified, Burns and McDonald, and the scope of services and pricing are currently being negotiated. Public outreach including extensive survey and focus group work will be conducted first, with a work session with Council to follow with the results. At that point staff will seek to obtain further direction from Council regarding options for proceeding with the plan to franchise garbage and recycling services. 	Daines
	In Process	Beautification of 89A <ul style="list-style-type: none"> □ There are various segments of 89A which are not landscaped and look barren and uninviting. This item would require Engineering/Streets to coordinate with ADOT to develop a plan for the installation of landscaping and possibly other means of beautification in these areas. The plan implementation would likely be phased in light of cost impact. Capital Improvement Projects are budgeted for completion this FY 16. Staff plans to begin the contractor and consultant selection process in fall of 2015 (and we intend to design . An ADOT permit will be required for the work. 	Dickey
	In Process	Develop the Ability to Accept Electronic Applications and Plans Submittals <ul style="list-style-type: none"> □ This is an issue of efficiency and convenience for applicants seeking permits and other approvals from Community Development and Engineering. This concept was discussed as part of the FY2015/2016 budget proposal, however, because more research was necessary to better understand the needs and resources necessary to implement an electronic submittal process, this item will be considered as part of the FY2016/2017 budget proposal. 	Juhlin Dickey

Council Priority	Status	Project	Staff Team
	In Process	Storm Water Management <ul style="list-style-type: none"> <input checked="" type="checkbox"/> COMPLETED The pre-monsoon maintenance program continued to progress through FY 14 and into FY 15. Although the state has seen higher precipitation values for this year's monsoon season, Sedona experienced low intensity storms, and no major flooding. <input type="checkbox"/> ONGOING Staff is continuing to work with property owners in the Tlaquepaque area to develop a plan for accelerating drainage improvements in that area, including cost sharing between property owners and the City. Staff worked with the owners of Tlaquepaque and Los Abrigados to develop plans for barriers to contain flood waters within the Soldier Wash channel that runs adjacent to both properties. The construction of the Phase I project, which included installing flood barriers along Soldier Wash was completed in February 2014. Phase II Construction, which included two flood walls and additional flood barrier work along Soldier Wash, was completed in July 2015. The design for Phase III is expected to be complete in October 2015. Phase III Construction, which includes increasing the drainage capacity at Portal Lane and the downstream pedestrian bridge, is slated for early 2016. <input type="checkbox"/> ONGOING Staff recommends that storm water management continue to be a top priority for the City and that planned storm water management projects be accelerated where possible. Staff continues to move forward with planned storm water projects. In FY 14 the following drainage projects were constructed: Harmony Windsong Phase IV, Soldier Wash Phase I, City Hall Drainage, and Sunshine Lane. In FY15 the following drainage projects were constructed: Stanley Steamer Drive, AAA Industrial Park, and Soldier Wash Phase II. The Coffee Pot Drainage Project design is expected to be complete in September 2015. Casa Bonita Phase Construction is expected to begin in late 2015. The remaining three phases will be completed over the course of the next few years. 	Dickey
	In Process	Hazardous materials disposal and IGA <ul style="list-style-type: none"> <input type="checkbox"/> The City Manager had discussed with Yavapai County Supervisor Chip Davis the possibility of a combined effort for a regional hazardous materials disposal effort to allow for the collection of hazardous materials from the public for proper disposal. However, the costs for this effort were not included in the 2014-15 budget cycle. Efforts towards such an effort will need to be pursued in the next budget cycle. <input type="checkbox"/> Staff has been working to coordinate with Yavapai County Public Works regarding a possible household hazardous waste event. At this point the Cities of Cottonwood and Sedona are the only municipalities in the Verde Valley interested in participating financially in this effort. Without Camp Verde, Clarkdale and Jerome participating YCPW would not stage and fully staff one centralized event at their Camp Verde Public Works Yard. We are now looking at the possibility of having two collection events on the same day, one in Sedona and one in Cottonwood, or a consolidated event between Cottonwood and Sedona. Staff may seek to target holding it in March, which would coincide with the City's annual electronics collection event. 	Daines/ Jakim
	In Process	Improve Aesthetic of City Street Signs <ul style="list-style-type: none"> <input type="checkbox"/> Redesign street signs within the City to create a sense of place and new aesthetic which better represents the uniqueness of Sedona and its emphasis on the arts. This may include collaboration between Engineering/Streets and the City's Arts and Culture Program and a citizen workgroup and other community input to develop possible designs and ultimately select a new aesthetic. 	Dickey Lattanzi

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